

PERSONAL GOALS KNOWING YOUR WHY

QUESTIONS TO HELP YOU BRAINSTORM

Most business owners spend years building a business without ever clearly defining the life they actually want. That's backwards. Your business should support your life, not consume it.

Without personal goals:

- You lose direction
- Motivation fades
- Sacrifice becomes endless
- And success becomes impossible to define

If you don't know where you're trying to go, every decision becomes reactive.

COMMON BUSINESS OWNER MISTAKES

- They never write goals down
- They confuse income with fulfilment
- They build businesses around pressure instead of purpose
- They'll sacrifice relationships "temporarily" for years
- They'll assume happiness comes after achievement

It doesn't. Clarity must come first.

EXERCISE: YOUR IDEAL FUTURE

Imagine it's 10 years from today. Don't think small, think & answer honestly.

- Where do you live?
- How much time do you work?
- What does your health look like?
- What experiences are you having?
- What relationships matter most?
- What does an ideal week look like?
- What are you no longer tolerating?

PERSONAL GOALS SCORECARD: Rate Yourself 1-10 on each of these questions

- I know exactly what I want my future to look like
- My business supports my lifestyle goals
- My family understands my vision
- I review my goals regularly
- My current actions align with my long-term goals

Score:

40-50: Clear & intentional

25-39: Some clarity but inconsistent

00-24: Reactive and drifting

NEXT STEPS:

Armed with the information you've gathered in this exercise, now download the Personal Goals Questionnaire and begin the process of defining your personal goals. Even if you scored yourself in the 40-50 mark, we recommend you run through the Questionnaire to really make sure you're on the right track. Then move to Professional Goals.